

## ABSTRACT OF THE DISCLOSURE

A promotional tool and a vehicle used to distribute products, information, gift certificates, pre-paid phone cards, and coupons for businesses, corporations, retail establishments, universities, and sales personnel. A customized gift card displays professionally created artwork, logos and graphics that best portray the provider's intent for the overall design. The card is folded, die-cut and glued to receive a multimedia disc, gift certificate, coupon or phone card. A Multimedia Disc is included as a gift with each card. It is a digital medium that contains professionally recorded digital music and a variety of audio, video, and graphic information regarding the provider. It is placed in the card so the label which supports the card's overall design, is in view. A gift certificate, coupon, or a prepaid phone card can be placed in the card for easy accessibility and scanning by a retailer.